

Key Result Area 3: Communications, Retail and Specialized Training

Goal : Use proven-effective commercial marketing techniques that support community-based partners through advertising, public relations, promotional, and retail marketing initiatives tailored to engage *Network* audiences and provide partners with more powerful tools that support achievement of *Network* goals.

Objectives

- I Mass Media and Communications
 - A Communications Plan
 - B Message Development
 - C Consumer Testing
 - D Ad Production
 - E Ad Buy
- II Public Relations
 - A PR Plan
 - B Media Relations
 - C Partnerships
 - D Technical Assistance to Regional Nutrition Networks
 - E Statewide Events
 - F Consumer Research
 - G On-line Press Room
 - H *Fresh Facts* Electronic Newsletter
- III Print and Materials Production
 - A Collaterals
 - B Photo Library
 - C NERI's
- IV Fulfillment
 - A Systems Support
 - B Inventory Maintenance
 - C Storage
 - D Receiving
 - E Call Center
 - F Kit Assembly
 - G Bulk Orders
 - F Freight
 - H Postage
 - I Order Protocols and Procedures
- V Website
 - A Maintenance
 - B *Harvest of the Month* site
 - C Listservs
 - D Technical Assistance by 'Net
 - E Spanish-language 'Net Support
- VI Training
 - A Media Skills Development @ Basic, Intermediate, Advanced Levels
 - B Statewide and Special PR Events
 - C Techniques to Maximize Regional and Local Media Impact
 - D Regional, Campaign and Local Spokespersons
- VII Resource Kits
 - A *Harvest of the Month*
 - B Food Stamp Office Tool Kit
- VIII *5 a Day Retail Program*
 - A In-Store Promotions
 - B Trade Association Partnerships
 - C Technical Assistance and Training to Regions, Local Partners
 - D Evaluation (See KRA 2, XVII)

Work Plan Code Summary - KRA 3

Messages/Topics	Key Strategies	Channel
A. Fruit & Vegetables	1. Nutrition Education Classes	a. City Governments
B. Healthier Eating, general	2. Community Events	b. Colleges/Universities
C. Food Safety	3. Retail Promotion	c. County offices of Education
D. Cooking skills	4. Print Media	d. Indian Tribal Organizations
E. Food Security	5. Radio / TV	e. Local Health Departments
F. Food Stamp Program Promotion *	6. Internet/ Web Sites	f. Parks & Recreation
G. Physical Activity Promotion **	7. Training / workshop / conference	g. Non-Profit/Community-Based Agencies
H. Farmer's market promotion ***	8. Advisory Council/Task Force	h. School Districts
I. Breast-feeding	9. Nutrition Education Research/Evaluation	i. State Agencies
J. Childhood Obesity Prevention	10. Promotion of Healthy Communities ****	j. UC Cooperative Extension
		k. Out-of-home advertising
		l. Home Visits
		m. Media Outreach
		n. Work sites (low income)
		o. Food stamp offices
		p. WIC Offices
		q. Health care provider & community clinics
		r. Faith / churches
		s. Community sites (gardens, parks, etc.)
		t. Grocery stores / farmers' markets
		u. Other (Specified in Workplan)

FSNE Eligibles = ≤185% FPL,

Non FSNE = >185% FPL,

Other = Intermediaries targeting FSNE Eligibles

*= Only provide brief promotional messages, ** = Integrated with nutrition education & does not include outreach,

*** = Integrated with nutrition education (Nut Ed is the primary focus)

**** = "Promotion of Healthy Communities" will include promotion only, not implementation, of systems, environmental or policy change.

The promotion will be directly linked, supportive of, and proportionate to direct nutrition education for FSNE clients.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
KRA 3 MEDIA				
OBJECTIVE I. Media and Communications: In FFY 2006, continue implementation of a communications plan targeted to FSNE eligible a) low-income women, specifically Food Stamp recipients and b) low-income children ages 9 to 11, specifically Food Stamp recipients. The plan encompasses strategies to educate the target audience about the health risks of obesity, availability of Food Stamps, and the health benefits of recommended Dietary Guidelines for Americans. Emphasis will be placed on increasing the consumption of fruits and vegetables and leading physically active lifestyles.	Achieve 75% aided awareness of <i>Network</i> messaging among Food Stamp recipients, eligibles and women under 185% FPL.	Pennel, Foerster, Ginsburg, Montgomery, C PNS unit leads, RS&E, H&K, Field Research.	\$6,980,500	Annual Benchmark Study, Focus Groups, RS&E bi-annual evaluation reports.
Summary Information				
(2) Strategies/Methods: (A) Target Information: Target Audience: a) Women with children ages 0 to 18, living in households ≤185% FPL with priority placed on Food Stamp recipients and b) children ages 9 to 11 living in households ≤185% FPL, with priority placed on Food Stamp recipients. Target Data Source: Scarborough TV and Radio Research Data, A.C. Nielsen Viewer Data, Arbitron Radio Listener Data, <i>Network</i> Geographic Information System Target Area: Media markets of Bakersfield, Fresno, Los Angeles, Monterey, Sacramento, San Diego Projected Total Contacts: 1,854,652,103 FSNE: 58% Non FSNE: 42% Other:				
B) Strategy Information: Message/Topic: A, B,F,G,J Strategy: 5,6 Channel: k,m Notes:				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
(3) Existing & (4) New Educational Materials: Type: TV and Radio broadcast messages, outdoor advertising messages, collateral to support media messaging via 888#. New/Existing: New Number to be Distributed/Produced: 2 TV commercials, 2 radio commercials, 2 to 3 outdoor messages, one collateral piece. Languages: English, Spanish				
KEY ACTIVITIES				
A. Develop and conduct a follow-up bench mark survey with food stamp eligible individuals to measure the awareness of media campaign messages, influence of messages in terms of consumption and test new concepts to ensure that concepts resonate with food stamp eligible Californians.		Pennel, Ginsburg, Montgomery, Fields	\$271,965	
B. Assess effectiveness of the FFY 2005 advertising campaign among women and children who are Food Stamp recipients and eligibles by analyzing quantitative measurements including the Communications Benchmark Survey to be completed in January, 2006, and requests for materials on the 888#. Affirm or modify strategic direction as necessary.		Pennel, Ginsburg, Montgomery, RS&E	\$25,000	
C. Develop messaging that builds on the existing strategy established in FYY 2005 positioning obesity as an urgent health crisis. All advertising will contain messaging about Food Stamp nutrition assistance, and will direct the target to call the <i>Network's</i> 888# for nutrition-related (fruits & vegetables/physical activity promotion) or Food Stamp information, including the local county Food Stamp office phone number for each of California's 58 counties.		Pennel, Ginsburg, Montgomery, RS&E	\$100,000	
D. Test messaging in focus groups to ensure clarity, believability, motivation.		Pennel, RS&E, Field Research	\$72,000	
E. Produce advertisements for TV, radio and outdoor that convey the recommended messaging.		Pennel, RS&E	\$774,620	

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
F. Implement a media plan that effectively delivers messaging to audiences comprised of Food Stamp recipients and eligibles and that will achieve USDA's requirement of delivering over 50% of purchased weight to individuals living in $\leq 185\%$ FPL households. The 2006 plan proposes the following: a) selective use of English language TV in Fresno and Los Angeles as well as Spanish language TV in Bakersfield, Fresno, Los Angeles, Monterey, Sacramento and San Diego, b) Spanish language radio in Bakersfield Fresno, Los Angeles, Monterey, Sacramento and San Diego and c) English and Spanish language outdoor advertising located in low-income census tracts in Bakersfield, Fresno, Los Angeles, Sacramento and San Diego. Based on proprietary research commissioned from Scarborough Research, combined media impressions received by individuals living in $\leq 185\%$ FPL households represent 58% of all impressions. When analyzed separately, each media vehicle will deliver over half of all impressions to individuals living in $\leq 185\%$ FPL households. Methodology for the media plan formulation is explained in the <i>Network</i> Waiver letter for FY06.		Pennel, Montgomery, RS&E	\$4,611,915	
G. Develop a media campaign targeted to low-income children in the 9 to 11 year-old age range who are Food Stamp recipients or eligibles. Explore the approach of utilizing outdoor advertising in the vicinity of qualifying <i>Network</i> -funded low resource schools, with messaging that reinforces Power Play! and/or Harvest of the Month nutrition education.		Pennel, Backman, Garbolino, Montgomery, RS&E	\$250,000	
H. Implement a media plan that effectively delivers the children's campaign messaging in appropriate locations, using qualifying <i>Network</i> -funded low resource schools as a guide. Markets receiving such advertising include Los Angeles, San Francisco and Fresno. All outdoor advertising will achieve USDA's requirement of delivering over 50% of purchased weight to individuals living in $\leq 185\%$ FPL households.		Pennel, Montgomery, RS&E	\$725,000	
I. Develop and implement a strategic communications plan for the Network's Asian Pilot Campaign that meets USDA's requirement of delivering over 50% of purchased weight to individuals living in $\leq 185\%$ FPL households. Development includes creating concepts, testing concepts in focus groups, producing materials and implementing a media buy. Further research is required to determine media selection. Markets receiving coverage will include San Francisco, Fresno and Los Angeles.		Pennel, Quinn, Montgomery, RS&E	\$150,000	

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
OBJECTIVE II. Public Relations: In FFY 2006, develop and implement a public relations plan that a) sustains the positioning of obesity as an urgent health crisis in California and b) informs Food Stamp recipients and eligibles about the health risks of obesity and actions to help reduce it, including increased fruit and vegetable consumption and increased physical activity.	Achieve parity with FFY 2005 media impressions as well as the number of articles published/aired, number of interviews conducted and number of press kits distributed.	Pennel, Ginsburg, Foerster, Pennel, H&K	\$993,500	Impressions tracking, wrap-up reports, bi-annual evaluation reports that provide impressions, number of articles published/aired, number of interviews conducted, number of press kits distributed.
Summary Information				
(2) Strategies/Methods: (A) Target Information: Target Audience: Food Stamp eligible adults and their families, intermediaries, health educators in all <i>Network</i> channels, employers of low-income populations and retailers in low-income census tracts. Target Data Source: Newspaper Circulation Audit Statements, A.C. Nielsen TV Viewer Data, Arbitron Radio Listener Data, <i>Network</i> Geographic Information System Target Area: Statewide Projected Total Contacts: 58,475,000 FSNE: 51% Non FSNE: 34% Other: 15% FSNE Educators/Intermediaries				
B) Strategy Information: Message/Topic: A, E, F, G, H, J Strategy: 2,3,4,5,6,8,9 Channel: m Notes:				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
(3) Existing & (4) New Educational Materials: Type: Informational Only: Press Kits, News Releases, message points New/Existing: New Number to be Distributed/Produced: 6 to 8 news releases with a goal of 275 articles placed in media vehicles (newspapers, TV, radio). Languages: English, Spanish Notes:				
KEY ACTIVITIES				
A. Hill & Knowlton will be retained as a public relations sub-contractor to RS&E. H & K fees include account management and stewardship, coordination, and integration of public relations activities targeting food stamp eligible individuals or Network funded projects.		Pennel, H & K	\$122,500	Progress Report
B. Plan and implement a PR promotional event in conjunction with Black History Month in February designed to provide low-income African Americans with nutrition education. The event will be held at East Oakland Faith Deliverance Center, which is located within a qualifying low-income census tract.		Pennel, Scruggs, H & K	\$63,000	Progress Report
C. Plan and implement a PR promotional event in conjunction with Latino Health Awareness Month (LHAM) in June designed to provide low-income Latinos with nutrition education. The event will be held at the Weingart YMCA, which is located within a qualifying low-income census tract.		Pennel, Martin, H & K	\$65,000	Progress Report
D. Continue the <i>Network's</i> media partnership with Radio Bilingüe, the Spanish-language non-profit radio network based in Fresno that services 32 counties in northern, central and parts of southern California. Listenership of Radio Biligüe is primarily Spanish-dominant Latinos who live in ≤185% FPL households. Over half of the audience are women. Messaging will focus on nutrition education.		Pennel, Martin, H&K	\$59,000	Progress Report
E. Plan and implement a National 5 A Day Month* event in September designed to provide low-income women with children with nutrition education. The event will be held at Southside Park in Sacramento, which is located within a qualifying low-income census tract. (The term "5 a Day" will be used in the campaign name until the re-branding of the National 5 A Day Program is complete.)		Pennel, Backman, H&K	\$100,000	Progress Report

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
F. Provide public relations and media relations technical assistance to Local Incentive Awardees (LIAs) on an as-needed basis to integrate local events with state-level events.		Pennel, H&K	\$125,000	Progress Report
G. Continue media bureau operations that position <i>Network</i> spokespersons as resources for important and timely nutrition education news directed to low-income populations, primarily Food Stamp recipients and eligibles.		Pennel, H & K	\$134,000	Progress Report
H. Develop and disseminate <i>Fresh Facts</i> , a monthly electronic newsletter published with the goal of updating <i>Network</i> partners and others who work with low-income populations with relevant stories related to FSNE. <i>Fresh Facts</i> also serves as a means to optimize program synergy.		Pennel, Ginsburg, H&K	\$100,000	Progress Report
I. Provide public relations technical assistance to 11 <i>Regional Nutrition Networks</i> .		Brown Miller Richardson	\$225,000	Progress Report
Objective III. Print Media and Materials Production: In FFY 2006, create and produce materials that include a) Nutrition Education Reinforcement Items (NERI) designed to educate and remind Food Stamp recipients and eligibles, and b) reports and publications designed to inform stakeholders and intermediaries about obesity prevention (primarily nutrition related information) and/or research relevant to disparities of food stamp eligible populations and the <i>Network</i> and initiatives. Reproduce existing NERI and other materials as needed. Materials to be distributed by CPNS and <i>Network</i> -funded partners.	Utilize the Educational Materials Review Form to ensure NERI qualifies as appropriate educational materials for Food Stamp recipients and eligibles. Ensure all printed materials meet CPNS print and graphic standards.	Garcia, Derenzy, Pennel, Rylett, <i>5 a Day</i> leads	\$950,000	Review panels comprised of members from CPNS senior staff, the Communications Team, Research and Evaluation Team, <i>Network</i> and/or <i>5 a Day</i> teams to assess effectiveness of all nutrition education materials and NERI. Review panels as described review appropriateness of printed materials and adherence to CPNS print and graphic standards. Distribution spread and numbers of materials will be tracked, reviewed and used to establish future needs.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
Summary Information				
(2) Strategies/Methods: (A) Target Information: Target Audience: Food Stamp Program eligibles adults and their families; intermediaries. Target Data Source: Target Area: Statewide Projected Total Contacts: NA FSNE: 65% Non FSNE: 35% Other: Intermediaries				
B) Strategy Information: Message/Topic: A, E, G, J, Strategy: 1,2,6,7,8,9,10 Channel, NERI: d,e,g,h,o,q,r Channel, Materials and Reports: a,b,c,d,e,f,g,h,I,j,m,n,o,q,r				
(3) Existing & (4) New Educational Materials: Type: NERI, Reports New/Existing: New and Existing Number to be Distributed/Produced: 4,500,000 printed materials; 1,500,000 NERI Languages: English, Spanish Notes: Primary recipients are the Local Incentive Awardee's target populations.				
KEY ACTIVITIES				
A. Utilized CPNS staff and/or design contractor/s to write, design and produce collateral materials to support CPNS/Network. This would include informational brochures, pledge cards, reports and publications.		Garcia	\$75,000	Art work completed
B. Conduct 3 to 4 photography sessions to build a photo library stocked with quality materials necessary to produce printed materials, including brochures, reports, publications and web design.		Garcia	\$75,000	Photo library in place
C. Print 4.5 million nutrition education materials and 1.5 million nutrition education reinforcement items.		Garcia	\$800,000	Distribution log from Warehouse

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
Objective IV: Fulfillment: In FY 2006, continue to maintain a streamlined warehouse and customer fulfillment process for NERI provided to <i>Network</i> - funded partners and sister programs serving Food Stamp eligibles. Transition to a clearinghouse and cost recovery system for NERI and other materials in order to expand availability to non-funded partners, relevant to disparities of FSNE eligible populations and the Network initiatives.	Ensure an effective and efficient fulfillment system by setting criteria measurable by industry standards and end user satisfaction, and assessing CPNS' fulfillment system against those standards.	Garcia, Derenzy, Black	\$1,050,000	Oversight committee will assess CPNS' fulfillment system and end user utilization of materials and satisfaction with the system. Monthly accounting of materials and NERI dissemination for all activities.
Summary Information				
(2) Strategies/Methods: (A) Target Information: Target Audience: NERI: Food Stamp recipients, Food Stamp eligibles. Reports/Publications: those who serve low income populations on a state, regional or local level, including intermediaries, health educators in all <i>Network</i> channels, employers, retailers, media. Target Data Source: Not applicable to Fulfillment Target Area: Statewide Projected Total Contacts: Not applicable to Fulfillment FSNE: Non FSNE: Other:				
B) Strategy Information: Message/Topic: Not applicable to fulfillment. Strategy: Not applicable to fulfillment. Channel: Not applicable to fulfillment. Notes: This objective pertains to tracking, ordering and delivery systems for all nutrition educational materials supporting low income activities.				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
(3) Existing & (4) New Educational Materials: Type: NA New/Existing: NA Number to be Distributed/Produced: 8-9,000,000 items. Notes: Includes existing inventory and new items.				
KEY ACTIVITIES				
A. Maintain efficient material distribution and customer response systems and ensure the availability and accessibility of <i>Network</i> and <i>5 a Day</i> materials to all funded projects, partners and out-of-state organizations serving foodstamp eligible populations.		Derenzy, Garcia, McCallister		
B. Warehouse inventory setup annual fees throughout the year.			\$20,000	
C. Storage for all nutrition education materials and NERI.			\$250,000	
D. Receiving fees.			\$55,000	
E. Call Center.			\$50,000	
F. Kitting for farmers' markets, festivals, flea markets, etc.			\$275,000	
G. Materials bulk orders for regions and local incentives awardees			\$50,000	
H. Freight.			\$275,000	
I. Postage.			\$75,000	
J. Maintain open channels of communication with <i>Network</i> - funded community based organizations on materials use protocols, including but not limited to available materials, ordering allotments, maximum/minimum quantities and lead times.		Derenzy, Garcia, McCallister		
Objective V. Website: Continue to maintain electronic communications via CPNS pages on DHS' Web site, the ca5aday.com site, and listservs.	Increased number of visits to the web. Increased usage of listservs.	Chhimi, MacIntosh, CPNS Web Advisory Team	\$27,500	Quarterly activity reports via Web Trends and Urchin, CPNS/ <i>Network</i> Staff feedback. Monthly reports on listserv communications, increased frequency and quality of communications between CPNS and funded partners, stakeholders.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
Summary Information				
(2) Strategies/Methods: (A) Target Information: Target Audience, Web sites: FSNE eligibles, Network-funded partners, media. Target Audience, listservs: Network-funded partners, stakeholders, media. Target Data Source: NA Target Areas: Statewide Projected Total Contacts: TBD FSNE: 51% Non FSNE: 49% Other:				
B) Strategy Information: Message/Topic: A,B,D,E,G,J Strategy: 6 Channel: a,b,c,d,e,f,g,h,i,j,m,n,o,p,q,r,t Notes:				
(3) Existing & (4) New Educational Materials: Type: Web site pages and existing <i>Network and 5 a Day</i> materials downloaded to the site. New/Existing: Existing Number to be Distributed/Produced: N/A Languages: English and Spanish Notes:				
KEY ACTIVITIES				
A. Maintain Ca5aday.com Web site to ensure they are current and accurate. This includes providing nutrition education materials and health information to Food Stamp recipients, eligibles, the media and the general public on a 24/7 basis.			\$27,500	
B. Utilize customized listservs for systematic and timely communications with <i>Network</i> -funded programs and stakeholders.				
C. Internet resource: provide guidance and counsel on Web site social marketing strategies and techniques to <i>Network</i> -funded partners as needed.				
D. Translate Web site information into Spanish as needed.				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
OBJECTIVE VI. Training: In FFY 2006, provide training opportunities for CPNS staff and <i>Network</i> -funded partners that enable participants to develop training, communication and program delivery skills including messaging, spokesperson and learning theory skills.	Number of staff and partners participating in training. Improved skill levels, and meeting a goal of advancing 30 spokesperson to a proficient level.	Pennel, H&K	\$111,000	Measure evaluations provided by participants and the number of <i>Network</i> spokesperson judged to be proficient in media relations.
(2) Strategies/Methods: (A) Target Information: Target Audience: Spokesperson training provides outcomes that extend to low income populations and those who serve FSNE eligible populations on a state, regional or local level, including intermediaries, health educators in all <i>Network</i> channels, employers of low-income individuals and retailers serving low income census tracts. Target Data Source: CPNS Data Bank-low income census tracts Target Area: Statewide Projected Total Contacts: >135 spokesperson FSNE: Non FSNE: Other:				
B) Strategy Information: Message/Topic: A,B,E,F,G,J Strategy: 7 Channel: a,c,d,e,f,g,h,j,m,n,r Notes:				
(3) Existing & (4) New Educational Materials: Type: Take-home training materials to reiterate program messages. New/Existing: New Number to be Distributed/Produced: 135 Languages: English/Spanish Notes: No consumer materials, only training materials				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
KEY ACTIVITIES				
A. Plan and schedule at least three sessions throughout the year that allow participants a graduated range of trainings intended to sharpen the skills of <i>Network</i> spokespersons who serve as messengers of food nutrition education to low-income populations. Two sessions will consist of a one-day on-camera spokesperson training for up to 50 participants. One session will be a two-day format for up to 35 participants, and will provide intensive training and coaching emphasizing on-camera mock interviews and message delivery.		Pennel, H & K	\$111,000	Participant Satisfaction Survey
Objective VIIa: Resource Kits, Harvest of the Month: Develop 2nd and 3rd phases of Harvest of the Month (HOTM), a tool kit designed to educate children in <i>Network</i> qualifying low-resource schools and their families about healthy lifestyles with emphasis on increased fruit and vegetable consumption and physical activity. California's Department of Education will contribute the equivalent of \$100,000 of in-kind services from USDA/CMP.	Increase school curriculum devoted to nutrition education in qualifying low resource school districts. Improve fruit and vegetable consumption and physical activity related knowledge among children and families receiving HOTM education.	Pennel, Magnuson, Streng, Montgomery, RS&E, H&K.	\$255,000	A formal evaluation including process data using forms, observations and interviews. Oversight by CPNS Research and Evaluation Unit. Reference KRA 2, Objective 17.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
(2) Strategies/Methods: (A) Target Information: Target Audience: Students attending qualifying low-resource California schools and their families. Target Data Source: All qualifying school districts in the <i>Network</i> education channel Target Area: Statewide Projected Total Contacts: TBD FSNE: 100% Non FSNE: Other:				
B) Strategy Information: Message/Topic: A,B,D,G Strategy: 1,10 Channel: c,g,h,i,m,n,p,t Notes:				
(3) Existing & (4) New Educational Materials: Type: Tool kits containing a How To Guide and CD providing downloadable monthly teacher newsletters, parent newsletters, menu slicks and news releases. New/Existing: New Number to be Distributed/Produced: 600 kits each for phase two and phase three. Languages: English and Spanish (parent newsletter only) Notes:				
KEY ACTIVITIES				
A. In collaboration with CDE and an HOTM Advisory Panel comprised of teachers and child nutrition staff, develop technical content for 2nd and 3rd phases of HOTM, beginning with the selection of 24 produce items, representing 24 months of materials.		Pennel, Magnuson, Streng, Montgomery, RS&E, H&K.	\$255,000	Evaluation- See KRA 2, Objective XIV, A for evaluation plan.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
Objective VIIb: Resource Kits, Food Stamp Office Tool Kit: Reproduce and distribute materials as necessary for this tool kit to be used in Food Stamp offices in California for the purpose of educating Food Stamp recipients and eligibles about a healthy lifestyle, with emphasis on healthy food choices, food preparation and physical activity.	Improve nutrition-related knowledge of Food Stamp recipients and eligibles.	Pennel, Okerberg, Montgomery, Cheung, Bailey, Joy, Doisy, Kion, RS&E	\$135,000	Feedback from Tool Kit Workgroup and Food Stamp office employees relating to implementation and perceived benefits to clientele.
(2) Strategies/Methods: (A) Target Information: Target Audience: Food Stamp recipients and eligibles who visit Food Stamp offices. Target Data Source: USDA Food Stamp Program Target Area: Statewide Projected Total Contacts: To be determined pending further FFY 2005 planning. FSNE: 100% Non FSNE: Other:				
B) Strategy Information: Message/Topic: A,B,C,D,E,F,G,H Strategy: 11 - Resource Tool Kit Channel: o Notes:				
(3) Existing & (4) New Educational Materials: Type: Tool kit with a 20-minute video and display materials that may include a free-standing kiosk, recipe cards, informational brochures, posters and instructional guide. New/Existing: New Number to be Distributed/Produced: TBD Languages: English and Spanish Notes:				
KEY ACTIVITIES				
A. RS&E will reprint materials as deemed necessary to keep California Food Stamp offices stocked with Tool Kit materials including recipe cards, free-standing metal displays, posters, education brochures and instructional guides for the Tool Kit.		Pennel Okerberg	\$135,000	Customer Satisfaction survey of Food Stamp offices

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p>Objective VIII: Retail Food Stores: By September 30, 2006, achieve a minimum of 550,000 direct impressions and 21,340,000 indirect impressions (12,039,500 FSNE and 9,850,500 Non FSNE) and reach a minimum of 1,000 grocery stores via <i>5 a Day Retail Program</i> awareness building, merchandising, and promotional activities.</p> <p>Notes: The term "5 a Day" will be used in the retail program name until the re-branding of the National 5 A Day Program is complete. All materials and publications related to the <i>5 a Day Retail Program</i> , however, will reflect the 2005 Dietary Guidelines for Americans and MyPyramid.</p>	FSNE eligible shoppers to improve awareness and dietary behaviors, primarily fruit and vegetable consumption.	Kuar, MSIII	\$434,000	The <i>Program's</i> evaluation will track stores featuring <i>5 a Day Retail Program</i> interventions, impressions achieved with the target audience, and contacts with industry associates.
Summary Information				
<p>(2) Strategies/Methods: (A) Target Information: Target Audience: Operators of supermarkets, small chain and independent grocery stores that are located in qualifying (FSNE eligible) census tracts, and FSNE eligible families. Target Data Source: Census tract data (<185% FPL) Target Area: Statewide Projected Total Contacts: 21,890,000 Direct: 550,000 Indirect: 21,340,000 FSNE: 12,039,500 Non FSNE: 9,850,500 Other: 1,000 retailers that operate grocery stores in qualifying (FSNE eligible) census tracts</p>				
<p>B) Strategy Information: Message/Topic: A,D (primary); B,E,G (secondary) Strategy: 3,6,7 Channel: t, u-food industry conferences Notes:</p>				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
(3) Existing &(4) New Educational Materials Type: Point-of-sale materials include posters, a cookbook, recipe cards, seasonality and produce handling cards, and channel inserts. New/Existing: Existing Number to be Distributed: 750,000 Languages: English and Spanish Notes: The materials will be updated to reflect the 2005 Dietary Guidelines for Americans and MyPyramid.				
KEY ACTIVITIES				
A. Conduct statewide in-store promotions with stores located in qualifying (FSNE eligible) census tracts. In-store promotions will include merchandising and food demonstrations that influence the consumption and purchase of fruits and vegetables.		Kuar, MSIII		Process evaluation through tracking the number of grocery stores that participate in the merchandising and food demonstration programs. Length of participation will also be monitored.
1. Update previously-tested merchandising and food demonstration point-of-sale materials and nutrition education reinforcement items, including posters, a cookbook, recipe cards, seasonality and produce handling cards, and channel inserts.		Kuar, MSIII, Contractor (TBD)	\$242,000	Process evaluation through tracking the number of impressions achieved and number of materials distributed.
2. Update, print, and distribute the <i>5 a Day Retail Program's</i> food demonstration manual, which is used by the Regional Nutrition Networks, LIAs, and community-based partners to conduct food demonstrations in grocery stores that are located in qualifying (FSNE eligible) census tracts.		Kuar, MSIII, Contractor (TBD)	\$50,000	Process evaluation through tracking the number of materials distributed and the number of food demonstrations conducted.
3. Update, print, and distribute retail kits that are used by the Regional Nutrition Networks, LIAs, and community-based partners to involve retailers in the <i>5 a Day Retail Program</i> . The kits are used to recruit retailers that operate grocery stores in qualifying (FSNE eligible) census tracts.		Kuar, MSIII, Contractor (TBD)	\$55,000	Process evaluation through tracking the number of materials distributed and number of participating retailers and grocery stores.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials,	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
4. Translate point-of-sale materials, nutrition education reinforcement items, and other educational materials into Spanish, as needed.		Perez, Consultant (TBD)	\$5,000	Conduct reviews of translated materials with Spanish-language experts.
5. Partner with a retail merchandising company to establish and maintain the <i>5 a Day Retail Program's</i> point-of-sale and nutrition education materials in selected supermarkets, small chains and independent grocery stores that are located in qualifying (FSNE eligible) census tracts. The retail merchandising company will place the materials in stores, which are not serviced by the Regional Nutrition Networks, LIAs, and <i>5 a Day Campaigns</i> .		Kuar, MSIII, Contractor (TBD)	\$80,000	Process evaluation through tracking the number of impressions achieved and materials distributed.
B. Partner with food industry trade associations to influence the establishment of <i>5 a Day Retail Program</i> merchandising and food demonstration activities in grocery stores that are located in qualifying (FSNE eligible) census tracts.		Kuar, MSIII		Process evaluation through tracking the number of industry contacts and outcomes associated with the contacts.
C. Provide technical assistance and training to the Regional Nutrition Networks, LIAs, and retail food industry on how to conduct the <i>5 a Day Retail Program</i> in grocery stores that are located in qualifying (FSNE eligible) census tracts.		Kuar, MSIII, Downey	\$2,000	Evaluation through feedback forms regarding satisfaction, usefulness and applicability of presentation topics and trainings.
D. Evaluate <i>5 a Day Retail Program</i> -- See KRA 2, Objective XV.		Kuar, MSIII, Sugerman		See KRA 2, Objective XV.